

What We Have Learned: An Overview of Highway Safety Communications

Jeffrey W. Runge, M.D.

Administrator

National Highway Traffic Safety Administration

New York Media Forum

November 3rd, 2004

Thank You

Traffic
Safety
Advocate

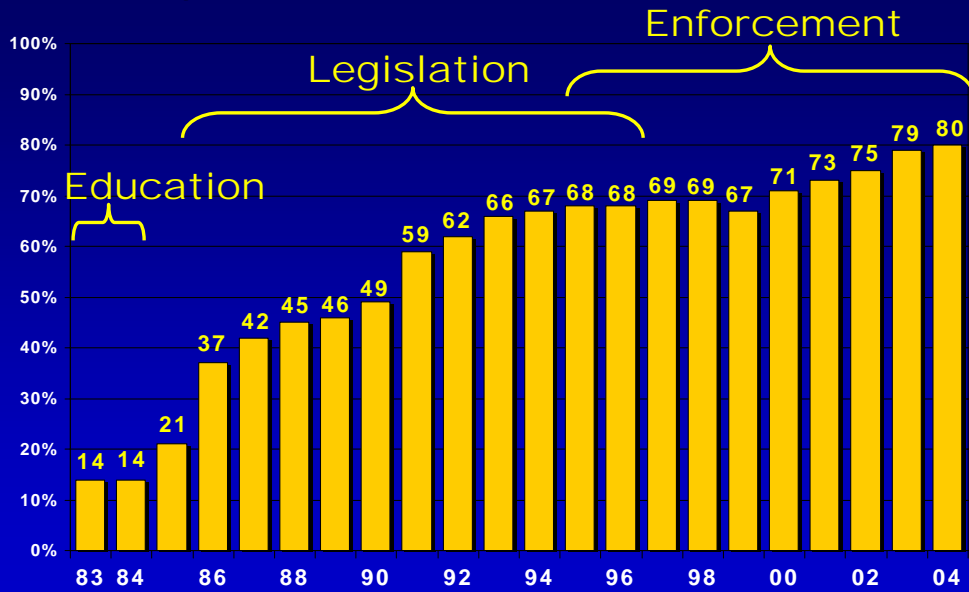


Mr. Fraydun Manocherian

21st Century Approach

- **Communications comprehensive and systematic**
- **Target audience with laser-like accuracy**
- **Utilize market research with the acuity of Fortune 500 America to reach people where they live, work, and play**

Safety Belt Use Rates 1983-2004

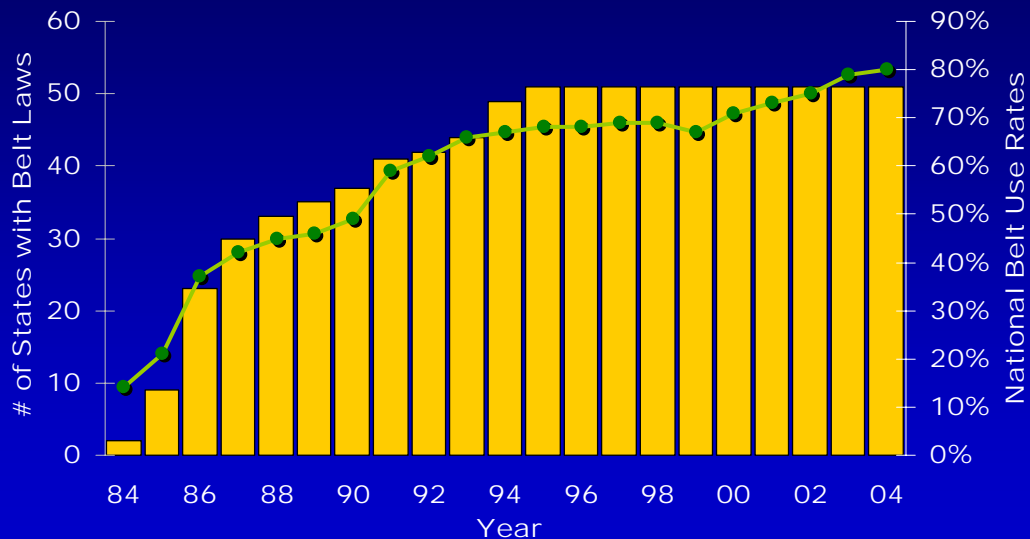


1983-1990 from 19 city surveys

1991-1997 from State surveys

1998-2004 from NOPUS/mini NOPUS surveys

State* Belt Laws & National Belt Use Rates



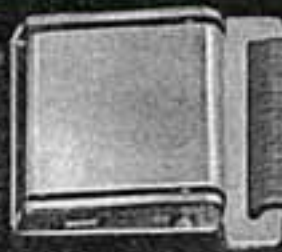
Source: State Surveys and NOPUS
*Includes Puerto Rico and District of Columbia



Judy says...

It's lock-it-to-me time

in Oakland County



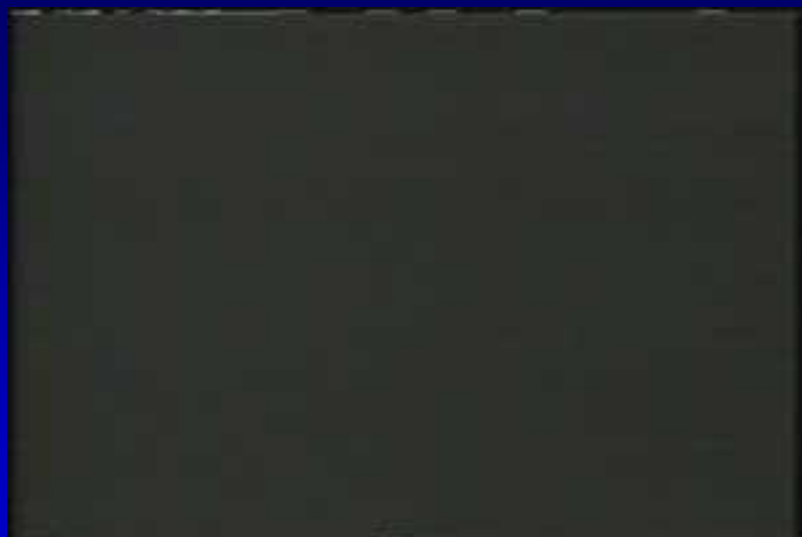
1970's



1980's



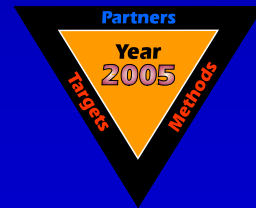




1990's



CRASHES
aren't
~~Accidents~~







Click It or Ticket Expands
2001



**2004 NATIONAL
CLICK IT OR TICKET
CAMPAIGN-ENGLISH**



Today We Know What Works

CIOT Publicity

Enforcement

Heighten Awareness/
Perceived Risk of Punishment

Higher Safety Belt Use

Fewer Fatal and
Nonfatal Injuries



Highway Safety Communications Is...

- **A system, not a slogan**
- **A benefit, not a message**
- **A long-term effort not a one-time shot**



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